



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Discussion Regarding Proposed Lodi Safe Kids' Day As Requested By Council Member Howard

MEETING DATE: May 16, 2001

PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: That Council discuss the proposed "Lodi Safe Kids' Day" proposal as prepared by Council Member Howard and provide direction to staff.

BACKGROUND INFORMATION: Council Member Howard is proposing that the City hold a "Lodi Safe Kids' Day" on June 23, 2001 at Blakely Park. As noted in the attached proposal, the goal is "To foster the health and safety of children utilizing Lodi's valuable resources and services." Bicycle safety, water safety, car seat education, electrical safety, and fireworks danger, among other topics, will be the focus of the event. In addition, City programs and services in the community will be highlighted for participants.

Council Member Howard has held several meetings with members of staff and is anticipating that volunteers will assist in coordinating and overseeing the scheduled activities. Community Center Director Charlene Lange has been assigned by the City Manager to work with Council Member Howard in developing the day's activities, an estimated budget, and implementation of the event.

Should Council direct staff to move forward with the event, approximately \$5,000 will be necessary to cover anticipated expenses. In addition, a previously scheduled swim meet at Blakely pool involving 250 swimmers will have to be moved from 8:00 a.m. to a new time of 1:00 p.m.

FUNDING: \$5,000 Contingency Fund

Respectfully,

Janet S. Keeter
Deputy City Manager

JSK

Attachment

APPROVED: _____

H. Dixon Flynn -- City Manager

Lodi's Safe Kids Day

Blakely Park
1050 South Stockton Street
Saturday, June 23rd, 2001
9:00 a.m. to 12:00 noon

STATEMENT: The City of Lodi is interested in the health and safety of children.

GOAL: To foster the health and safety of children utilizing Lodi's valuable resources and services.

TARGET AGE GROUP: 12 years and under

COMMITTEE MEMBERS

Emily Howard, Council Member
Anthony Silva, Aquatics Coordinator-Hutchins Street Square
Mary Fuhs, Community Service Officer-Lodi Police Department
Janet Hamilton, Management Analyst-Administration
Ron Tobeck, Division Commander-Lodi Police Department
Charlene Lange, Community Center Director

PARTICIPATING GOVERNMENT AND CIVIC ORGANIZATIONS

Lodi Boys & Girls Club
Lawrence School
Local Girl Scouts
Department of Boating & Waterway
Lodi Adopt-A-Child

Lodi Memorial Hospital
Animal Friends Connection
Amador County Sheriff
California State Automobile Assoc.

American Medical Response
Local Boy Scouts
San Joaquin Health
State Farm Insurance
Railroad

CITY OF LODI

Lodi Electric Utility Department
Lodi Parks & Recreation Department

Lodi Fire Department
Lodi Public Library

Hutchins Street Square
Lodi Police Department

DISPLAYS/DEMONSTRATIONS

TYPE OF DISPLAY	AGENCY/CONTACT	PHONE	GOAL
Car Seat Education/Booster Seat Give-Away	Charles Hughes, Child Seat Inspector Geweke	468-8933	Counteract the #1 killer of children, improperly installed car seats.
Bicycle Education Registration & Inspection	Mary Fuhs, LPD		
Water Safety	Department of Boating & Waterway		Lifejacket demonstration Kayak & boating safety
Swim Lessons	Lifeguards HSS & Lodi Lake		Lodi swimming programs offered
Child CPR	Anthony Silva, Aquatics Coordinator, HSS	369-4441	Instruction/educational information
Automated External Defibrillation	American Medical Response		Demonstration and education
Fire Safety	Verne Person, Lodi Fire Department	x6736	Smoke House demonstration Fire Truck & Engine Company
Dangers of Fireworks	Mary Fuhs, LPD		
911 Simulator	Larry Manetti, Dispatch Supervisor	x6788	
Electrical Safety	Alan Vallow, Lodi Electrical Utility Department	x2560	Hazard Hamlet demonstration Education
Animal Safety	Pat Sherman Animal Friends Connection or Animal Services	365-0535 333-6741	Safety around animals
Health & Medical Services & Education	Health Plan of SJ Lodi Memorial Hospital		Mobile Unit Hand washing demonstration Dental care
Pedestrian Safety	LUSD Safety Patrol		
Railroad Safety	Lodi Police Department		"Operation Life Saver"
Face Painting	Girl Scouts		
Crime	Crime Stoppers	333-6771	Anonymously reporting crimes
Nutrition	Lodi Memorial Hospital	333-3017	Nutrition Diet Counseling
Library	Nancy Martinez Lodi Public Library	x5540	
Safety While at School	School Resource Officers Sierra Brucia Mike Morris Megann Sanchez	x6876 x6872	
PARTNERS	Jeannie Biskup Volunteer Supervisor	x6864	
"Meet the Beat"	Bryan Noblett, SE District, LPD		Motor Officer, horses, children's badges
Boy Scouts of America			First Aid Kit

EXPENSES

- Estimated hard costs not to exceed \$5,000.00.
- School Flyers (English/Spanish)-Print and distribute 10,000, estimated cost of \$350.00.

Boys and Girls Club
Parks & Recreation Office
After-school programs
Schools:

K-6 in Lodi
St. Anne's (80 children)
St. Peter's (80 children)
Mokelumne (100 children)

- Staff Labor/Overtime-Estimated cost of \$2,000.00.
- Buttons-Estimated cost of \$400.00.
- Lodi Police Department giveaway-Estimated cost of \$500.00.
- Water/Drinks-Estimated cost of \$500.00.
- Advertisement-Estimated cost of \$1,000.00.

MARKETING EFFORT

- News releases to all major employers for publication in their in-house newsletter, including the City's "Vine Line".
- Cable television
- Channels 3, 10, 13, 31, 40, & 58 for Public Service Announcements
- Advertisements in the Lodi News Sentinel and the Record.